



## Creative Brief — Logos

### History

In meeting with you to understand more about your website design and development needs, it came to light that JUSFC, CULCON and the Bridging Foundation have never had professional logos created. We agreed that it might make sense to spend a portion of the web design budget on logos. We noticed that while CULCON and USJBF have a logo “mark”, (the swash and the wave) JUSFC does not. All three logos have acronyms, full names, and Japanese lettering.

### Challenge

Our challenge is to create three professional logos, and leave enough in the budget to be sure we adequately address the website issues. For this reason, I recommend that we use no more than 30% of our budget on logo development. (approximately \$3,000)

There is quite a bit of design and production work necessary and unavoidable to deliver three complete sets of logos that can efficiently meet all of your future logo requirements. This is an excellent investment for all three organizations and will serve you well for many years. Still, it's a tight budget, with less hours than it typically requires for us to design and develop a single logo.

### Recommendation

For this reason, we are recommending that we create these logos without the “marks”. In other words, the logos will still include the acronym, full english name, and all Japanese symbols, and will not include the wave and the swash. Here are the tasks we plan to accomplish:

1. Recreate / verify the Japanese symbols in a clean, easily scalable format that is easy to work with for all three logos.
2. Choose a traditional, consistent typeface to set the three English names, and typeset the full English names in an attractive and distinctive manner.
3. Arrange the elements in each logo in a consistent, attractive and distinctive manner.
4. Apply a color system to the logos similar to the colors they already have, in a palette that is harmonious and modern. Avoid red with the Bridging Foundation. Use a green for the Commission and a blue for CULCON.
6. Show each logo with and without a tag line. If possible, please send over preliminary tag lines for each logo by August 9.
7. Provide each of these logos in one-color, two-color and full-color, and reverse, in multiple formats for a multitude of possible uses.
8. Provide an outline with usage instructions for each logo and all of the formats.



### Questions: (answered)

1. Neal and I will need some assistance understanding / verifying the Japanese characters we generate (from Igoogle translate): thank you for offering your assistance with this.
2. Regarding the font for the Japanese characters, we will use the font that this igoogle software uses to simplify the process for the three logos.
3. Also, if we choose to stack the Japanese characters, is the left-most character placed at the top? (Please comment)
4. Is there a predominate color you'd like us to use for the Bridging Foundation, or may we consider and present any hue? (any hue but red)
5. Should we consider, and could you help with, developing a tag line for each organization? (we will work with you on this)
6. We will redraw the Bridging Foundation logo mark to be as close as possible to the current logo mark.

### Specifics about each logo:



#### Commission logo:

- Include the Japanese symbols in one version, and provide a version without the symbols
- Include Japan–United States Friendship Commission and JUSFC
- Include a tagline



#### Bridging Foundation logo:

- Include the Japanese symbols in one version, and provide a version without the symbols
- Include full name (United States – Japan Bridging Foundation) but no acronym
- Include the “bridge” mark and redraw
- Include a tagline, choose a color



#### CULCON Logo:

- Include everything in the logo except the blue swash
- The Japanese symbols will definitely be included
- Add a tagline
- Design the “50 years” in such a way that it can be easily removed.